

your competitor's most important keywords in your most important in your most important accurate in your most important and quicker responses to competitive threats.

decision making and quicker responses to competitive threats. This brief example demonstrates how strategic planning and sound data analytics can facilitate dramatic improvements in organic search results:

SEO CASE STUDY: CINEMA SITE

Background

One of the leading online destinations for checking movie show times and making advance movie ticket sales was in need of some

major help with SEO. The site was historically driving the majority of its traffic through offline media, PR-driven brand awareness, and a costly paid search campaign. The rising cost of SEM and the hypercompetitive nature of the "movie ticket" vertical put pressure on the site to drive qualified traffic with nonbranded keywords via organic search.

Challenge

At the time of calling in outside expertise, 99 percent of the Web site was invisible to the search engines because of poor site architecture, lack of unique content/meta data, and limited links from authoritative sources.

Solution

A number of relatively simple changes to the site architecture resulted in dramatic improvements in site performance. We created new hierarchical site maps to allow the search engine spiders to fully crawl the site. In addition, all the URLs were redesigned to be "SEO friendly."

Essentially, this means eliminating extraneous parameters and putting the most important keywords toward the front of the URL string. So if the marketer wanted a particular page to rank highly for the query "Brad Pitt," the optimized URL would be www.domain.com/bradpitt. These changes led to immediate and dramatic increases in the number of pages indexed, organic traffic, and conversions.

With a solid architecture in place, iDirect Marketing expertise could build out new pages to increase traffic on a broader array of nonbranded keywords. These included authoritative pages on top actors, directors, and feature films. For any online business, these nonbranded, informational pages help build topic author-

ity and can significantly increase traffic on long-tail and short-duration keywords.

Links from authoritative sites can increase your page rank and improve your position in the search results. The site generated a number of inbound links by developing viral links with fan networks and initiating some innovative link-building campaigns with movie distributors and theaters. This site was effective by providing the movie theaters with timely content about the latest releases. Much of this content was also picked up by bloggers and entertainment portals. Marketers in any industry can increase their inbound links by creating unique and relevant content and by making it easy to share among customers, partners, and other industry observers.

Results

Within a month of implementing these changes, the site went from having 150 pages indexed to over 146,000 pages indexed. Within days of changing the homepage title tag, the site moved from position number four to position number one in Google for its most critical keyword—"movie tickets."

As for the most important measurement, the site was able to increase organic traffic by 148 percent and increase tickets sold from organic search by 61 percent within one year.